

## SUMMARY OF EMPLOYER OUTREACH EFFORT

In an effort to keep employers, members and other stakeholders informed about the possible change in discount rate and the impact such a change would have, several venues were used over the last few months. These included:

- 2010 CalPERS Employer Education Forum held in October 2010
- CalPERS Board Asset/Liability workshop that was held in November 2010
- CalPERS sponsored Webinar entitled “Potential Changes in Your Employer Contribution Rates” was held on December 7, 2010. Video is available on the CalPERS website for viewing. Go to the following address for viewing:  
<http://www.calpers.ca.gov/index.jsp?bc=/employer/video/view/potential-changes.xml>
- Webinar sponsored by the Retirement Journal in November 2010
- Presentation at a California State Association of Counties (CSAC) in November 2010
- California League of Cities' Employee Relations Policy Committee in January 2011
- Presentation at the California Society of Municipal Finance Officer annual conference in February 2011.
- Presentation at a conference sponsored by the Public Retirement Journal in February 2011

As mentioned in the agenda item, if a change to the discount rate is adopted, part of the effort will be communications to members and employers. Staff has developed a communications plan to educate and inform CalPERS employees, members, employers and stakeholders about the changes similar to what was done last September when a change in assumption took place. To meet these goals, an initial set of communications will be delivered to members and employers through a variety of potential sources including the CalPERS Circular Letters, CalPERS On-Line and FAQs, CEC Education Modules, Social Media (Facebook, Twitter), and eBulletin Broadcast Emails.